



Think Nationally, Act Locally to Build Public Awareness

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5/30/2012

Demonstrate Your Strengths

- What are the main types of campaigns?
 - Stewardship
 - Diversity Celebration
 - Awareness



Take Action

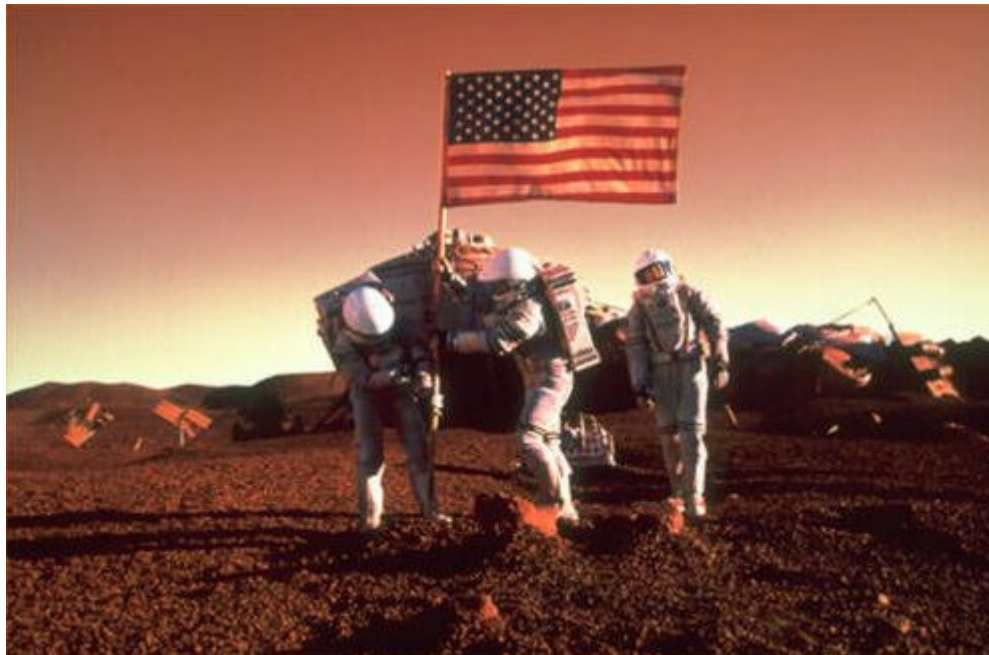
- What are National Partnerships?
 - Martin L. King Day
 - Earth Day
 - National Trails Day
 - National Public Lands Day
 - Adopt-a-Crag, stream, road, trail, peak



What are you hoping to accomplish?

- Identify the national campaign and align this with your mission.
 - Ex. If you would like to increase your diversity of volunteers, look for campaigns that can attract this audience.

“There is something special about service on a single day across the country.” Lori Walen Director of Education Back to Natives Restoration



Who's Who

- American Hiking Society – National Trails Day
- Bureau of Land Management – National Public Lands Day
- Coastal Commission – Coastal Clean Up Day
- Access Fund – Adopt A Crag
- International Mountain Bike Association (IMBA) – Take a Kid Mountain Biking



American Hiking Society's National Trails Day® and Theme: Find Your Happy Place! - Windows Internet Explorer

http://www.americanhiking.org/NTDRegisterYourEvent.aspx

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American Hiking Society's National Trails Day® and Th...

Because you **hike.**
We're with you every step of the way

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REGISTER YOUR 2012 NTD EVENT

American Hiking Society's 2012 National Trails Day®...America's Largest Trailgating Party!

Reasons To Register

- **Save our trails**— by registering, your event is included in the progress we report in our advocacy work to continue to protect and preserve America's trails
- **Receive free stuff**— promotional items free to the first 300 registrants
- **National visibility**— over 100,000 people visited the NTD website last year
- **Media attention**— including widely recognized publications such as *Backpacker*, *National Geographic*, *Shape*, plus thousands of newspapers, blogs, website, and broadcast channels.
- **Promote public awareness**- introduce others to the outdoors, promote the health benefits of, and appreciation for America's trails
- **Promote your organization**- introduce others to your organization

POLICY

American Hiking Society is your voice in Washington, DC! [Learn about public policy and legislative initiatives](#) that affect your hiking experience.

SHARE YOUR STORY

Help us help others in the trails community by sharing your experiences. Post your trails and hiking success stories on our [Facebook](#) and [Twitter](#) pages!

STEWARDSHIP

Celebrate your community trails! [Host a National Trails Day® event](#) and inspire the public and trail enthusiasts to seek out their favorite trails to discover, learn about and promote trails.

Done

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Get Outside for Earth Day at the Downtown Disney District at the Disneyland Resort « Disney Par - Windows Internet Explorer

http://disneyparks.disney.go.com/blog/2012/04/get-outside-for-earth-day-at-the-downtown-disney-district-at-the-disneylar
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Quick Updates: Have you seen this fire-breathing dragon to play at #Epcotinbloom? http://t.co/TO1b0AU...

Get Outside for Earth Day at the Downtown Disney District at the Disneyland Resort

posted on April 12th, 2012 by Kevin Rafferty, Jr., Communications Specialist, Disneyland Resort

Happy Earth Month!

GET OUTSIDE.

TIP #1 **Make Outdoor Play a Priority**
The National Wildlife Federation urges parents to institute an outdoor "green hour" for kids. Start by suggesting just one hour weekly each weekend - a family bike ride or an after-dinner walk.

On Earth Day, April 22, bring your entire family to get outside and enjoy the benefits of nature with the following organizations at the **Downtown Disney District** at the Disneyland Resort from 12 - 5 p.m. Activities will be presented at no cost to encourage the next generation to spend more time outdoors, and its importance to their wellness!

- USA Volleyball - The pros who train Olympians will demonstrate how the sport is played and pull volunteers into the fun.

Top Posts

- Posted 04.12.2012 by Erin Glover, Manager, Social Media and Print
Carnation Plaza Gardens at Disneyland Park to Begin Transformation to New Fantasy Faire Experience on April 30
- Posted 04.12.2012 by Erin Glover, Manager, Social Media and Print
New Disney Dining Email System to Serve Disneyland Resort Guests
- Posted 04.11.2012 by Jennifer Fickley-Baker, Social Media Manager
Time-Lapse Video: New Fantasyland Springs To Life at Magic Kingdom Park

Recent Posts

- Posted 04.17.2012 by Valerie Sukovaty, Disneyland Public Relations
The New Buena Vista Street at Disney California Adventure Park is a Blast to the Past
- Posted 04.17.2012 by Pam Brandon, Disney Parks Food Writer
Citrus Swirl is Back at Walt Disney World Resort!
- Posted 04.17.2012 by Steven Miller, Merchandise Communications Manager
Happy Little Orange Bird Lands on New Merchandise at Walt Disney World Resort
- Posted 04.17.2012 by Jennifer Fickley-Baker, Social Media Manager
Historic Orange Bird Returns to Adventureland at Magic Kingdom Park

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Tool Kits

- Sites can offer you service to list your event and highlight the campaign without you doing all the leg work.
- Swag, some national events can provide goodies to support your event.
- Registration, receive a notification about people interested in your event.



Bennies (Benefits)

- Less work, with greater visibility
- Promotional and Marketing support
- New and different marketing methods
- Might provide a local partner who might not otherwise have the opportunity to be involved



Get out of your chair

- Fishbowl:

Divide into two groups and **prepare 2 questions for the other group**. The inside group has a discussion on the questions. When everyone in the inner circle had a chance to speak, reverse circles.

